

Brooke Van Baush - #2  
September 21, 2014  
The End of the Line  
Word Count: 392

1. The movie The End of the Line, directed by Rupert Murray, was released in 2009.
2. The central argument of this documentary is about how overfishing, legally and illegally, is drastically affecting the ocean and its ecosystem.
3. The argument of overfishing being a problem is made through the exposure of the fishing industry. Scenes on the boats exploiting the fishing industry, specifically the Sting Rays and Blue Fin, are examples used in the movie.
4. One of the primary sustainability problems in overfishing is commercialism in the food industry. Consumers are buying fish products all the time with no knowledge of whether that fish is sustainable or not. Additionally, chefs and five star restaurants are creating a stigma of delicacy with these endangered species.
5. The most persuasive part of the movie was when consumers were being interviewed, and a mother admitted to loving fish and buying it all the time, proving the problem of consumerism.
6. There is a large emotional appeal to me because I eat fish all the time. Now that the problem of overfishing has been brought to my attention, I'll have a difficult decision to make every time I go grocery shopping.
7. The movie primarily appeals to the emotions out of the exposure to the cruel reality of the fishing industry. By pointing out the illegal practices in this industry, anger or contempt is hoped to be evoked in the audience.
8. The film wants the audience to be aware of the type of fish they are buying whether it be in the grocery store or in restaurants. Menus are starting to state if the fish is near extinction and signs are starting to be displayed in grocery stores. These steps are good as they allow for the consumer to know they are making a conscious choice to eat an endangered species.
9. There weren't many suggestions about how we can preserve these specialty fish while safely maintaining the ability to eat them. It seemed more like the suggestions all involved abstaining from eating Blue Fin all together which is highly unrealistic.
10. The target audience was anyone who has stakes in the fishing industry from fisherman to consumer. The message was intended to evoke a sense of awareness in all parties of the dangerous ecosystem changes we are making through our detrimental practices.